

©CIL 18150 ✓

AUG 15 1922 ✓

THE LOVES OF PHAR^{as}OH

Photoplay in eight reels ✓

Story by Norbert Falk and Hans Kr^Aely ✓

Directed by Ernst Lubitsch ✓

Author of photoplay (Under Sec. 62)
Famous Players Lasky Corporation of the U. S. ✓

her wrath and is dismissed and beaten. She is rescued by Ramphis, son of Sothis, an architect, and the two instantly fall in love. Homage is paid by the Ethiopians to Amenes and vast treasures are laid before him for storing in the Treasure House. Ramphis and Theonis are happy in their love, but one night the girl hides from him and goes to view the Treasure House, which it is forbidden, under pain of death, to approach. Ramphis vainly tries to warn her. The two are captured and brought before Amenes. The King immediately falls in love with the girl and offers to save her own life if she agrees to marry him. She

"THE LOVES OF PHARAOH"

The Cast
Amenes, King of Egypt
Emil Jannings
Theonis, a Greek Slave
Dagmar Servaes
Ramphis, Son of Sothis
Harry Liedtke
Menon, Prime Minister
Paul Biensfeldt
Sothis, King's Architect
Albert Bassermann
Samlak, King of the Ethiopians
Paul Wegener
Makeda, his Daughter
Lyda Salmonova
The High Priest
Friedrich Kuhne

refuses angrily. He decrees that Ramphis must die, but that he will save the latter's life if she consents to become Queen of Egypt. Her love for Ramphis causes her to consent, but unknown to her Ramphis is condemned to the slave quarries for life.

Samlak is furious when he sees what has occurred and leaves, vowing vengeance on the Egyptians. From his own country he brings his armies and declares war on Egypt. Theonis is made Queen of Egypt.

Then the Egyptians march away to war, but before they go, Amenes places his wife in the Treasure House, the entrance to which is known to Sothis alone. He orders the eyes of Sothis to be put out. The people are incensed at the thought of war, but they have to fight or suffer annihilation.

On the desert outside the city the two armies meet and the Egyptians are thrown into flight. They retire in confusion to the city and there a hasty consultation is held. Ramphis, who is now a soldier, advances a daring plan to lure the Ethiopians into the city, as into a baited trap, and destroy them. He is put in command of the army. The plan is a success, and the Egyptians win the day.

But in the battle on the desert Amenes has been seen to fall, and is believed dead. The city rejoices with the victory, and the death of Amenes, for he had been a tyrant, and now the populace wants a new Pharaoh. Sothis guides Ramphis, by his sense of direction to the secret entrance to the Treasure House, and Theonis is released. When she has to choose a new husband who will become the Pharaoh, she takes Ramphis, and he is crowned ruler.

In the midst of the ceremonies, Amenes, who has only been wounded, crawls to the Palace and tries to make himself known. But the populace howls that Amenes is dead, and when the ex-ruler sees the fierce opposition to him, he falls dead on the steps of the throne. Then Ramphis and Theonis are free to enjoy the happiness that is rightfully theirs.



Emil Jannings

NUTSHELL FACTS TO REMEMBER

PRODUCER—Ernest Lubitsch, termed the "David W. Griffith" of Europe, creator of "Deception" and "Passion."
SCENARISTS—Norbert Fats and Hannes Krusey, both well known specialists in this line.
CAMERAMEN—Theodor Sphuhl and Albert Hansen.
SETTINGS AND COSTUMES—Ernst Stern, Kurt Richter, and Ali Hubert.
TITLES—Randolph Bartlett and Julian Johnson edited the titles, all of which add value to the production.
FOOTAGE—7352 feet in eight reels.

Dagmar Servaes

FAMOUS ARTISTS FEATURED

EMIL JANNINGS—The greatest European screen player, who was seen in "Deception," "Passion," "All for a Woman," and other notable productions.
DAGMAR SERVAES—A beautiful and talented screen star who is declared to be superb in her interpretation of her role in this picture.
HENRY LIEDTKE—A leading man of remarkable power whose characterization in this production is as clear cut as a cameo.



Henry Liedtke

Use the Accessories
One of the finest ways in which you can impress the massiveness and genuine wonder of the picture upon your patrons is by a lavish use of the accessories. To that end, there has been produced a variety of posters, lobby photos, cuts and other audience-attracting-aids which should achieve wonders in packing your theatre. Look them over and guess whether or not their distinct originality will result in capacity business.

Decorate Your Lobby

Your lobby can be arranged to bring back memories of "The Sheik," for here you have another picture of the desert with a lover whose heart was as hot as the desert sands. Give the floor a good sprinkling of sand, get some tents and awnings and rugs and scatter 'em around so as to give the Egyptian atmosphere.

The title of the picture is a corking one for teasing, for it can be woven into such lines as "Who were The Loves of Pharaoh?" "What were The Loves of Pharaoh?" "How many were The Loves of Pharaoh?" and similar ones. A good place to insert some of these would be in the personal advertising columns of your local newspapers.

Curio Dealers Will Assist

A local curio dealer might have some Egyptian antiques in stock, and these might range from a scarab ring to a mummy. Try and arrange with him to make a display, either in his own window, or in one of the prominent windows of your locality.

This curio dealer might be able to supply a dress suitable for a ballyhoo artist, who would parade the streets and at intervals stop to announce that he knows all about "The Loves of Pharaoh" and that all he knows will be revealed at the Theatre on He could carry a notice on his back to the same effect.

Tie-up with Opticians

There is a great opportunity to tie up with the opticians in your locality. The picture contains a great punch incident wherein the King, after having his eyes

treasure house, with its secret entrance built, decided that although only he and the builder knew the secret entrance, those four eyes were too many. So he ordered the builder to be blinded. The tie-up can thus be worded to show that in the days of Pharaoh there was no value placed on eyesight, but that now it pays more than anything else to care for one's sight. Of course it can be worded so that the optician gets the direct benefit, but the name of the picture can be prominently displayed and a few stills from the picture display adjacent to it will not go amiss.

Prolog Suggestions

It will pay you to get the atmosphere of the Land of the Pharaohs into your prolog and your program in general. This can be partly accomplished by having a singer, dressed in the robes of the ancient Egyptians, sing a song of the desert. Such songs as "Till the Sands of the Desert Grow Cold," "The Sheik" or "The Bedouin Love Song" would prove suitable. The singer could be spotlighted in various colors, and even after the picture commenced its run he could cut in on it softly with his song.

Type of Story, One That Amazes and Thrills All Classes Of Screen Lovers

The story is that of Pharaoh Amenes, who angered Samlak, King of the Ethiopians, by refusing Makeda, his daughter, in marriage, and making Makeda's runaway slave, Theonis, Queen of Egypt. Theonis has consented to become queen at the price of the life of her lover, Ramphis, but unwillingly. Unable to win her, Amenes goes to defeat before Samlak's forces. The discouraged Egyptians are roused to victory by Ramphis, who, after Pharaoh's death, is made monarch in his stead.

More than one hundred thousand men and women were employed in the great desert scenes of this production. No picture heretofore produced can compare with "The Loves of Pharaoh," in point of numbers used in the enormous ensembles that place this production in the van of screen masterpieces. It is a tremendous photoplay which once seen, can never be forgotten.

Exploitation by Mail

IF you have a mailing list, send the following letter to your patrons a week in advance of your showing of "The Loves of Pharaoh."

(Letter)
PARAMOUNT THEATRE
.....192

Dear Miss Richards:—

You doubtless have heard of the tremendous reception accorded by press and public alike to Ernest Lubitsch's superb Paramount production of "The Loves of Pharaoh," at the Criterion Theatre, New York, where it ran for three months subsequent to its presentation on February 21, 1922.

It affords us pleasure to announce that this great feature picture, hailed by metropolitan reviewers as the best shown in this country in ten years, will be displayed at this theatre for days beginning next. This is not only a superlative spectacle, but the story is intensely dramatic and deals with the love of Pharaoh Amenes for a beautiful slave girl. More than one hundred thousand persons were employed in the making of the picture.

The principal players are celebrated screen artists. Emil Jannings who was seen in "Deception" and "Passion" has the role of Pharaoh Amenes; Harry Liedtke plays Ramphis, and Dagmar Servaes, acclaimed the most beautiful actress in Europe, has the role of Theonis, a slave girl.

We think you will heartily enjoy "The Loves of Pharaoh." Please come early.

Yours sincerely,
.....Manager

Reviewers Praise "The Loves of Pharaoh"

Great Paramount-Ernest Lubitsch Production Hailed as an Epoch-Making Screen Classic by Critics of the New York Newspapers

THE reception accorded "The Loves of Pharaoh," a tremendous Paramount picture produced by Ernest Lubitsch, the master creator of "Passion," "Deception," and other great screen masterpieces, on its premier presentation at the Criterion Theatre, New York, on January 31, 1922, was practically enthusiastic. It was acclaimed a masterpiece by press and public alike and showing at that theatre for eleven weeks to a mammoth business, it was shown for a week each at Rialto and Rivoli theatres to record breaking attendance. Excerpts from the reviews of "The Loves of Pharaoh" in the New York newspapers follow.

Dramatically Superb—Alan Dale in the New York American

"The Loves of Pharaoh" is a picture of haunting grandeur and of acute and dramatic strain. The picture is a masterpiece in close-ups; curdled your marrow, in visual faculties, ogled, nightmared and The impersonation of Pharaoh as set forth Jannings is epochally superb.

Tremendous Motion Picture Spectacle—New York Times

"The Loves of Pharaoh," is a magnificent production. For here is a tremendous picture spectacle, an exciting picture of sweeping masses of men, an imposing composition, and a humanly personal and slaves of ancient Egypt, all in photographic finish unusual even on screen. So there is a story and "The Loves of Pharaoh" is an exceptional work of the screen.

Reaches High Spectacular—New York Sun

"The Loves of Pharaoh," Lubitsch production, reaches heights. In this picture Mr. Lubitsch excellent effects. Everything is superb. The desert scenes are well handled, they do many interesting and difficult photography.

An Epic of Human Emotions—New York Telegraph

As a spectacle "The Loves of Pharaoh" is greater than "The Golem" or "Theodora." With its gigantic mass effects, its stupendous architectural backgrounds, its rushing mob scenes, the story itself, and of the

Catch Line Titles

THE following titles from "The Loves of Pharaoh" may be useful to exhibitors in preparing their advertisements, or for general publicity purposes.

"Our men must die, because the King wants his treasure house!"

"As a pledge of my kingly trust in thee, I am bringing my daughter, Makeda, into thy royal house and offer her to thee in marriage."

"I am surrounded by fawning parasites."

"It is forbidden by penalty of death to approach the treasure house."

"Thou hast reason to be careful. Even thy guests are not safe from thieves."

"Kill me, but let him live, as I alone am guilty."

"Fear not, only four eyes can find this treasure—your's and mine!"

"Two eyes too many!"

"What value are the eyes of men—when a king fears for his wife!"

"The woman for whose sake he blinded you—shall die!"

"King Samlak demands the surrender of the Queen—otherwise he will destroy the city!"

"King Amenes, thou hast been found guilty! Nobody shall mourn you! Thy name be effaced forever and ever!"



"The Loves of Pharaoh"

PROFITABLE HINTS FOR YOUR CAMPAIGN

"If It's Worth Running, It's Worth Advertising"



CATCH LINES FOR PROGRAMS

SAMSON lost his life by hanging around a lady barber.
Mark Antony muffed an empire by dallying along the Nile with Cleopatra.

What happened to King Pharaoh when he fell in love with a beautiful Greek slave girl?

See the glowing answer in "The Loves of Pharaoh."

One look into the warm, black eyes of this beautiful stranger—and he forgot the wealth and charms the "other woman" had promised him, the destruction her powerful father had threatened him if he did not marry her.

That's the beginning of the most spectacular romance ever shown upon the screen.

Use This Herald Big Business

Here's the front page of the flashy two-color Herald on "The Loves of Pharaoh"

In actual size this page is 11 inches wide by 5 1/2 inches deep. Fits nicely in to envelopes

MOVIE FANS' QUESTION BOX

Q.—What has become of the actor who gave the wonderful performance as Henry VIII in "Deception"? ...Curious.

A.—Emil Jannings is the man you mean. You'll be able to see him in "The Loves of Pharaoh," coming to the Theatre, next week, and we think he's better than ever.

Q.—I understand there is a girl more beautiful than Pola Negri in Lubitsch's new picture, "The Loves of Pharaoh." Is that so? ...Dan.

A.—You'll have to judge for yourself. The new beauty is named Dagny Servaes and is well known in European musical comedy circles. She is of a dark Greek type.

Q.—Is "The Loves of Pharaoh" a spectacle-picture? May B.

A.—Well, if a picture that employs over 100,000 actors and shows all the glories of a forgotten world reconstructed for your entertainment is a spectacle—yes. But the important thing about "The Loves of Pharaoh" is its glowing, very human love story of an emperor for a beautiful slave girl.

Q.—Has Ernest Lubitsch, the European motion picture producer, ever been to America? ...R. H.

A.—Yes. He came over recently to study American film methods. The results of his study are shown in "The Loves of Pharaoh," which has many American touches.

Q.—Who is the most popular matinee idol of Europe? ...Ruth.

A.—Harry Liedtke, they tell us. He is known as "the Wallace Reid of Europe." You'll see him in "The Loves of Pharaoh."

All the languorous charm and glowing beauty of the Nile; all the exotic loveliness of the daughters of Cleopatra—blended into the greatest love-drama ever made. That's "The Loves of Pharaoh."

The romance of the world's most beautiful woman and the world's most powerful man.

A cast of 110,000 people; a world of lavish splendor created before your eyes—all as a background for the most tender love story ever unfolded on the screen.

The star of "Passion" and "Deception"; the star of "The Golem"—both as leading men for the loveliest woman in Europe—in "The Loves of Pharaoh."

YOU WILL SEE

- the passions and glory of a forgotten world recreated.
- an empire thrown away for the love of a beautiful woman.
- the most spectacular romance ever conceived on the screen.

"THE LOVES OF PHARAOH"

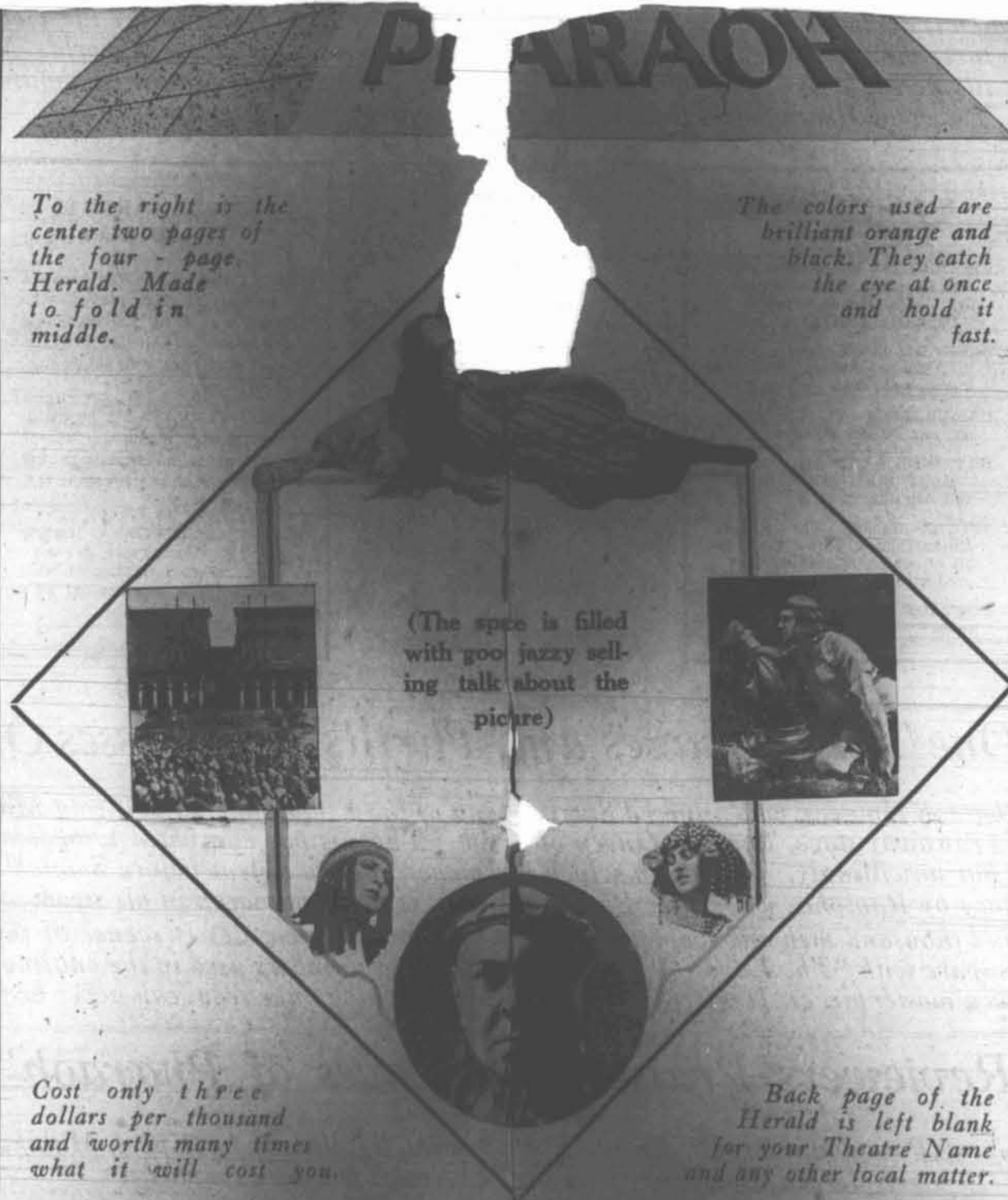
Next Week THEATRE Noon to 11

Will You Let Us Help You?

WE want to make these Press Sheets efficiently serve you. Won't you help us by filling in the questions below and mailing them to Advertising Dep't, Famous Players-Lasky Corp., 485 Fifth Avenue, New York City:

To the right is the center two pages of the four-page Herald. Made to fold in middle.

The colors used are brilliant orange and black. They catch the eye at once and hold it fast.



Cost only three dollars per thousand and worth many times what it will cost you.

Back page of the Herald is left blank for your Theatre Name and any other local matter.

This Herald is a distinct novelty. It folds up in the shape of a pyramid and, besides giving the atmosphere of the picture, attracts attention at once. See it.

All Week THEATRE Continuous

The world's greatest love-drama

Colossal in size and splendor

"The LOVES of PHARAOH"

Directed by Lubitsch—A Paramount Picture

Chances For Good Tie-ups

IF "The Loves of Pharaoh" doesn't impress you at first glance as offering much chance for local tie-ups, look at these:

In many of the stills on the picture, Pharaoh is shown with his head shaven clean. Get your barber shop to show a couple of these stills with this sign: Pharaoh Was a Wise Man. He Believed in Keeping Cool. He Shaved His Head. Let Us Make YOU Comfortable Too.

Get your shoe store to exhibit some stills from the picture

A cast of 110,000 people; a world of lavish splendor created before your eyes—all as a background for the most tender love story ever unfolded on the screen.

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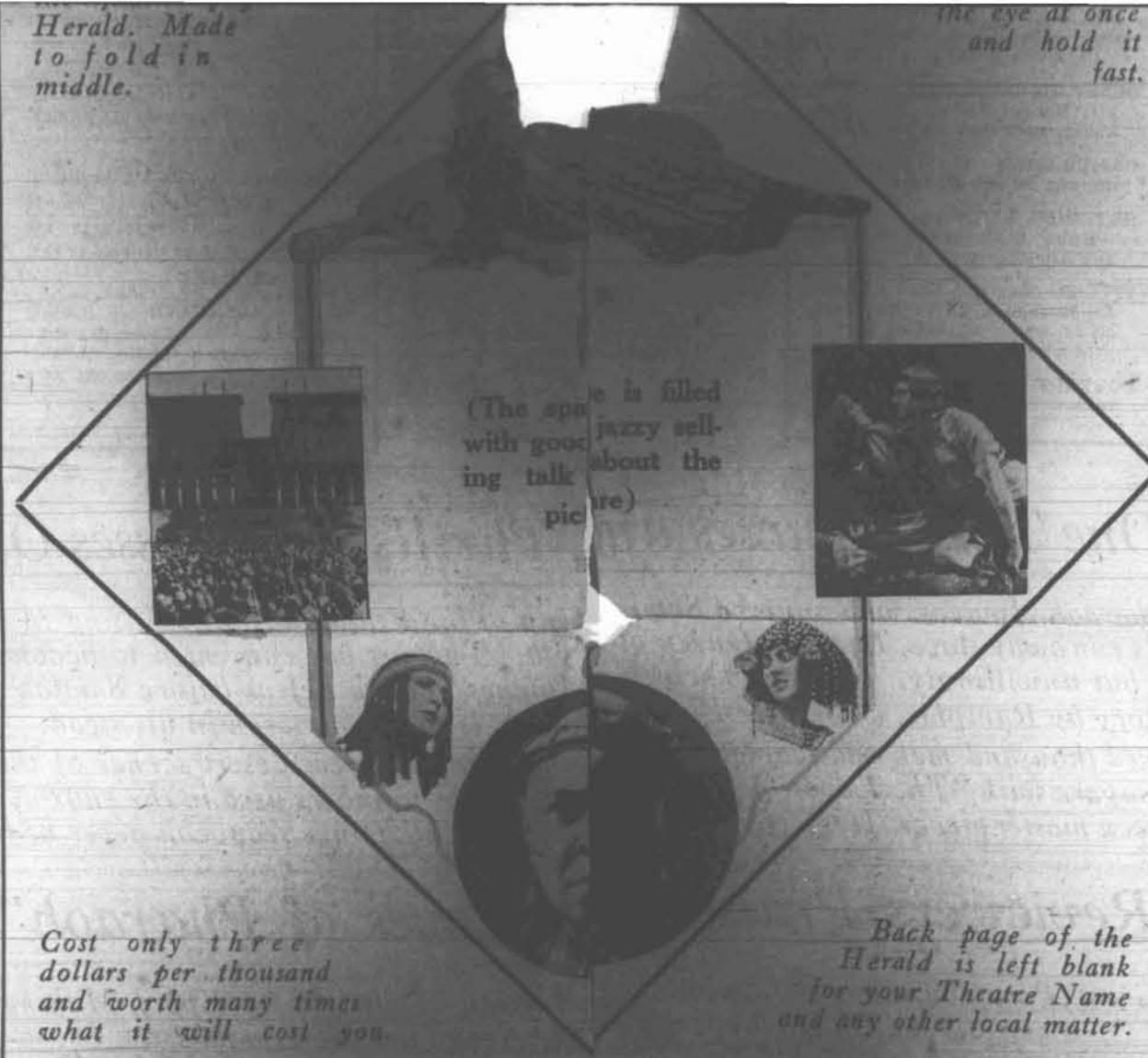
What kind of ads are best suited for your needs?

Halftone	4-columns (12 in. deep) ..
Line drawing	3-columns (8 in. deep) ..
65-screen halftone	2-columns (6 in. deep) ..
55-screen halftone	2-columns (2 in. deep) ..
7-columns (full page)	1-column (5 in. deep) ..
5-columns (14 in. deep) ..	Other Sizes

Do you prefer in ads (1) Star's heads; (2) Dramatic scenes; (3) Gowns?

Do you prefer 9 x 12 Press Book or Press Sheet like this?

Herald. Made to fold in middle.



This Herald is a distinct novelty. It folds up in the shape of a pyramid and, besides giving the atmosphere of the picture, it attracts attention at once. See it.

Why the Sphinx Is Silent—

"The LOVES of PHARAOH"

Spend a Night on the Nile—

"The LOVES of PHARAOH"

methods. The results of his study are shown in "The Loves of Pharaoh," which has many American touches.

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Get your shoe store to exhibit some stills from the picture showing the women in it. With the sign: Here are some Short Vamps from "The Loves of Pharaoh." We Carry All Kinds of Vamps—Short, Long and Medium.

Perhaps your mason and contractor will give room to some of the stills on the picture showing the massive buildings. With the sign: We Didn't Build the Sphinx or the Pyramids. But We've Handled Some Big Jobs. Try Us.

There's a cigarette called "Egyptian Deities" and a number of other brands with Egyptian blends of tobacco and Egyptian pictures on the boxes. Your cigar store will tie up.

A number of popular ragtime songs have been written around Egypt and the Nile and Cleopatra. See what your music store will do for you.



EMIL JANNINGS in the PARAMOUNT PICTURE "THE LOVES OF PHARAOH"

Production Cut 1PA

Order these scene cuts by numbers



DAGNY SERVAES in the PARAMOUNT PICTURE "THE LOVES OF PHARAOH"

Production Cut 1PB

Teaser Ad

HOW I MADE "THE LOVES OF PHARAOH"

By ERNEST ... The Distinguished ... Producer

IT usually takes me about six months to make a picture considerably longer than that. After I finish a picture, I about the picture as the man who directed it!

I cut very fast, passing the picture through the indicate the final cuts by running the film between my fingers. After I have accepted a story, I take the author with me to a seclusion for a month. During that time we work with my assistant and the author, we whip the story into shape. I do not believe in altering a story or understand, some of your American producers do.

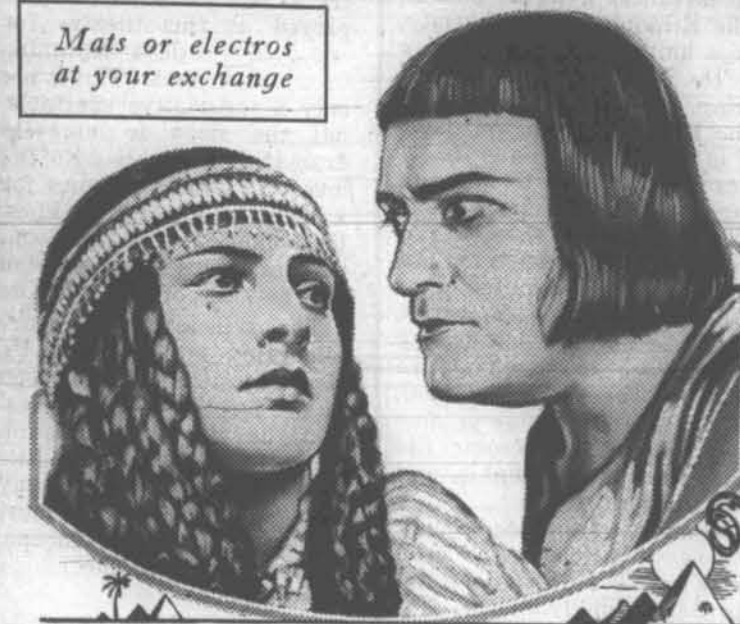
By the time we return to the studio, I have about sets, costumes, and "extras." When we're ready to start, I lead them like an orchestra conductor. When I wave my hand, the "extras" keep their eyes on their particular part of the picture, as I, the "extra" falls. If the lieutenant

I stand on a raised platform with six buglers in the background. I lead them like an orchestra conductor. When I wave my hand, the buglers have all been trained beforehand. In a certain way, the buglers sound a note. This is the signal to a lieutenant to have his "extra" stationed in the basket of dirigible balloons which fly over

Good Special Story for Newspapers

Treasure Ad

Mats or electros at your exchange



DAGNY SERVAES and HARRY LIEDTKE in a Scene from the PARAMOUNT PICTURE "THE LOVES OF PHARAOH"

Production Cut 2P

LAW OFFICES
FULTON BRYLAWSKI
JENIFER BUILDING
WASHINGTON, D. C.
TELEPHONES MAIN 885-886

August 15, 1922

Register of Copyrights,
Library of Congress,
Washington, D. C.

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of

Famous Players Lasky Corporation

✓ The Loves of Pharaoh (8 reels)


Respectfully,

Fulton Brylawski

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of
the motion picture films deposited and registered in the
copyright office as follows:

<u>Titles</u>	<u>Dated of deposit</u>	<u>Registrat</u>
✓ The Loves of Pharaoh	8/15/1922	L©CIL 1815

The return of the above copies was requested by the said company, by its agent and attorney, on the 15th day of August, 1922 and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company hereby acknowledges the delivery to him of said copies, and the receipt thereof



16 Copies Returned
AUG 17 1922
Delivered in person

AUG 16 1922

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